

# O ponto de partida

“Have you ever tried to learn crochet, but felt frustrated by the lack of accessible and intuitive materials?”

I developed **O Ponto de Partida**, a digital platform that turns learning crochet into a simple, guided, and personalized journey. Instead of relying on confusing patterns or scattered videos, I teach step by step through adaptable stitch maps that take into account the user's materials (yarn, hook), measurements, and final goal—helping each person progress confidently from beginner to advanced.

The solution is designed for beginners and enthusiasts across Brazil and includes an engaged community where users can exchange ideas, references, questions, and inspiration—reinforcing motivation and consistency in learning.

With an affordable price of **R\$ 24.99/month**, I stand out from complex tools like **CLO 3D**, which are aimed at professional modeling for companies. Here, the focus is on learning, creating, and completing real pieces in an intuitive and welcoming way.

## Vision

To transform learning crochet into an accessible, community-driven experience, where every user becomes a confident and inspired creator.

## Mission

To offer an intuitive digital platform for teaching crochet, connecting beginners to a vibrant community and personalized resources that make it easier to create pieces from start to finish.

# Customers and Target Audiences

## Crochet Beginners

Provide articles that explain crochet basics, as well as promote community challenges and contests to drive engagement.

**Inspiration:** YouTube • Instagram • Facebook Groups

## Craft Community

Encourage the exchange of ideas and creations through forums and discussion groups, and motivate users to share finished projects.

**Inspiration:** Facebook Groups • Discord • Instagram

## Crochet Enthusiasts

Offer advanced and exclusive content, such as complex stitch maps and techniques, as well as webinars with experts in the field.

**Inspiration:** Newsletter • Instagram • Pinterest

## Craft Supply Brands

Sell advertising space on the platform and build partnerships for product promotions that help users develop their skills.

**Inspiration:** LinkedIn • Facebook • Instagram

# CATWOE Analysis

*A technique to understand complex problems by considering multiple stakeholder perspectives.*

## Customers

- People interested in learning crochet, from beginners to experienced enthusiasts across Brazil.
- Users seeking intuitive, personalized, and financially accessible learning content.
- Craft supply brands that want to promote their products on the platform.
- The wider craft community that benefits from sharing ideas and inspiration.

## Actors

- A remote team made up of front-end developers, back-end developers, designers, and marketing professionals.
- Collaborative work to implement continuous improvements to the platform.
- Management of an estimated **R\$ 70,000** budget to refine development over three months.

## Transformation

- Transform crochet learning through an intuitive digital platform.
- Adapt crochet stitch maps to the user's body measurements and available materials.
- Promote interaction and the exchange of ideas among users in an online community.
- Generate revenue through subscriptions and ads to keep the service accessible.

## Worldview

- Believes crochet education should be accessible, personalized, and community-driven.
- Values the democratization of digital craft and individual creativity.

- Sees crochet as a cultural and therapeutic activity that can be expanded through technology.
- Aims to differentiate from complex, corporate solutions by offering simplicity and personalization.

## **Owners**

- The platform's creator and founder, who holds control and responsibility for the business.

## **Environment**

- Brazilian legislation on data privacy, copyright, and e-commerce.
- Economic conditions and purchasing power of Brazilian consumers.
- Social trends valuing crafts, DIY, and online communities.
- Technological advances in digital education and content personalization.
- Environmental pressures to use sustainable materials and reduce waste.

## Competition

*Evaluate competitors to identify opportunities.*

### Main competitors



<https://www.domestika.org/en>

#### Domestika

Domestika is a global platform for online creative courses, including crochet, knitting, and other crafts. Courses are taught by professionals and provide lifetime access to purchased content.



<https://www.lovecrafts.com/en-gb/>

#### LoveCrafts

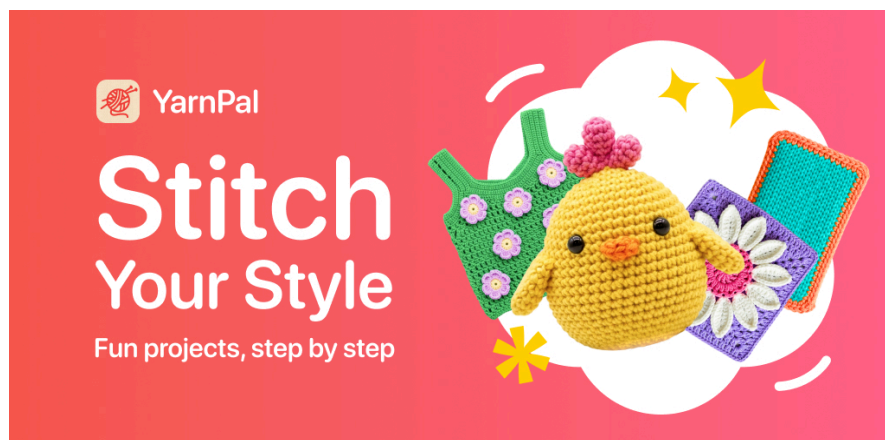
LoveCrafts is an online community focused on crafts, offering tutorials, crochet and knitting patterns, and also selling materials and tools for makers.



<https://www.pinterest.com/>

### Pinterest

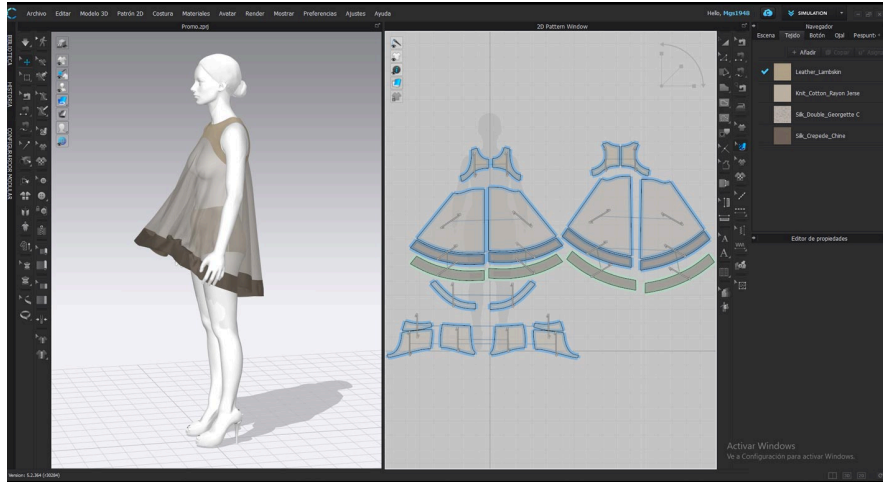
Pinterest is a visual discovery platform where users share and save creative ideas, including crochet projects and tutorials. It is widely used by crafters for inspiration and learning.



<https://apps.apple.com/us/app/yarnpal-crochet-knitting/id6738537088>

### YarnPal

YarnPal works like a crochet/knitting “companion” app, featuring tutorials and AI-assisted support, including photo-based stitch identification and step-by-step help with patterns, plus inspiration and tools to help users unblock projects.



<https://www.clo3d.com/>

## CLO 3D

CLO 3D is a leading professional 3D fashion software focused on creating and simulating garments with high realism (drape, fabric behavior, patternmaking) and accelerating product development and production workflows. It is a robust solution for the apparel industry, but it is not designed for intuitive crochet learning for beginners.

# Porter's Five Forces

*A framework for analyzing competitive dynamics and profit potential within an industry.*

## **Threat of New Entrants — Medium**

Although the digital platform market is accessible, the niche focus (crochet education, stitch maps adaptable to body measurements and available materials) may discourage some entrants. However, the relatively low barriers to entry in online education mean new competitors can emerge quickly.

## **Threat of Substitutes — Low**

There are several alternatives for learning crochet, including free online tutorials, YouTube videos, and in-person/community workshops. However, the differentiators of personalized stitch maps and community engagement can reduce part of this threat.

## **Bargaining Power of Buyers — Medium**

Buyers have significant power due to the wide availability of free resources and alternative ways to learn crochet. Price sensitivity in this segment can increase the likelihood of cancellations.

## **Bargaining Power of Suppliers — Low**

There are many suppliers of digital content and advertising inventory, which reduces their bargaining power. The platform can switch content providers and advertisers easily, with minimal impact.

## **Competitive Rivalry — Medium**

The competitive landscape includes both niche platforms and broader educational websites, leading to moderate rivalry. The value proposition of personalized learning can differentiate the platform, but competition remains strong.



# VRIO Analysis

*A method to evaluate internal resources and capabilities for sustainable competitive advantage.*

## Digital Crochet Learning Platform (O Ponto de Partida)

Resource / Capability	Valuable ?	Rare?	Inimitable ?	Organized to Capture Value?	Implication
<b>Personalized stitch maps (adapted to materials + measurements + end goal)</b>	Yes	Yes	Medium	Medium	<b>Potential competitive advantage</b>
<b>Guided learning journey (beginner → advanced, structured progression)</b>	Yes	Medium	Low	Medium	<b>Competitive parity → temporary advantage</b>
<b>Community and peer-to-peer support (sharing projects, doubts, inspiration)</b>	Yes	Medium	Low	Medium	<b>Competitive parity (depends on engagement)</b>
<b>User experience (intuitive interface focused on accessibility)</b>	Yes	Medium	Medium	Medium	<b>Temporary advantage if well executed</b>
<b>Content library (patterns, tutorials, techniques)</b>	Yes	Low	Low	Medium	<b>Competitive parity</b>
<b>Partnerships with craft supply brands (ads + promotions)</b>	Yes	Medium	Medium	Medium	<b>Temporary advantage</b>
<b>Data/insights from user behavior (recommendations and personalization)</b>	Yes	Medium	Medium	Medium	<b>Potential advantage with scale</b>

<b>Brand identity + positioning</b> (welcoming, simple, community-first)	Yes	Medium	Medium	Medium	<b>Temporary advantage</b> (strengthens retention)
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## Summary (Strategic conclusion)

- The **strongest VRIO lever** is the **personalized stitch-map engine**, because it directly increases learning outcomes and is harder to replicate quickly (especially if built with proprietary logic and refined through user feedback).
- Most other elements (content, community, UX) are valuable but **easier to copy**, so they tend to generate **temporary advantage** unless the platform is well organized and consistently improves.

# Market Potential

## Market Size Analysis

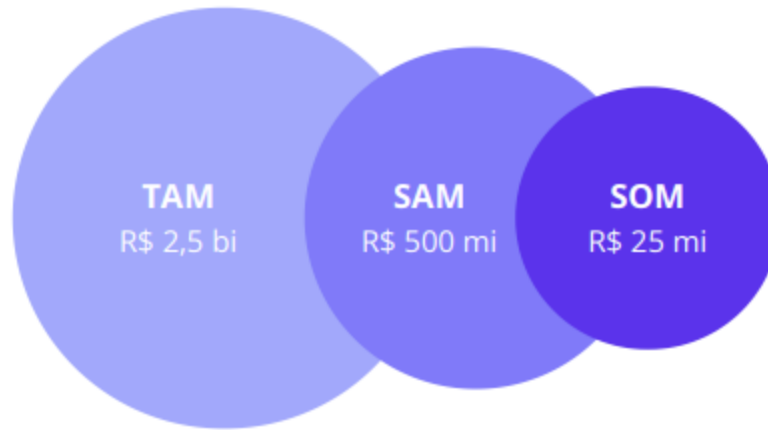
I conducted the analysis in the national market (Brazil), since my target audience includes people across the country who are interested in learning and practicing crochet. The Brazilian context is especially favorable because crafts have strong economic and social relevance (an active production chain, significant purchases of supplies, and a large base of professionals), in addition to clear signs of digitalization and increasing consumption of online learning.

### Market evidence and digital fit

- **Economic relevance of crafts:** Sebrae reports that crafts represent approximately **3% of GDP**, generate around **R\$ 102 billion** in revenue, and account for about **R\$ 20 billion** in supply purchases. (*Sebrae*)
- **Critical mass of professionals:** the sector includes approximately **8.5 million artisans** in Brazil, indicating a large base of creators and potential learners. (*Empreendedorismo e Negócios*)
- **Digitalization of the sector:** data from the **Brazilian Crafts Mapping (2024)** indicate that about **35% of artisans already sell online**, reinforcing the viability of a digital platform (acquisition and retention through usefulness). (*Agência Brasil*)
- **A consolidated “learn online” behavior:** between **2011 and 2021**, the number of entrants in **distance learning (EaD)** grew by **474%** (higher education), showing a structural trend toward digital adoption for learning. (*Serviços e Informações do Brasil*)
- **Ecosystem and channels (partnerships and acquisition):** Sebrae materials map relevant fairs (e.g., **Mega Artesanal**, among others) as hubs for visibility, networking, and partnerships with brands and creators. (*Sebrae*)

### TAM, SAM, and SOM sizing (assumptions for my niche)

**Important:** the sources above validate the broader crafts “universe” and its digital fit. The values below (TAM/SAM/SOM), however, reflect my specific niche (crochet + digital education + community) and therefore depend on segmentation assumptions.



### **TAM — Total Addressable Market: R\$ 2.5 billion/year**

I defined TAM as the potential economic volume of my niche within the broader crafts and manual hobbies market in Brazil—an industry with strong economic relevance and an active supply chain. (*Sebrae*)

### **SAM — Serviceable Available Market: R\$ 500 million/year**

I estimated SAM as **20% of TAM**, representing the segment that seeks learning and interaction through digital channels (platforms, social media, communities, and online content). This assumption is consistent with:

- the digital shift within crafts itself (e.g., **35% already sell online**); (*Agência Brasil*)
- and the structural trend of online learning adoption (e.g., **+474% growth in distance learning (EaD)** over the observed period). (*Serviços e Informações do Brasil*)

**Calculation:**  $R\$ 2.5B \times 20\% = R\$ 500M$

### **SOM — Serviceable Obtainable Market: R\$ 25 million (5-year horizon)**

I estimated SOM by assuming the platform can capture **5% of SAM within up to 5 years**, considering the typical penetration pace of niche digital products and the platform's personalization/experience differentiator.

**Calculation:**  $R\$ 500M \times 5\% = R\$ 25M$

If you want, I can also rewrite this section in a “TCC-ready” format, matching your document structure (title, paragraphs, and citations), and build the **References** section in **ABNT NBR 6023** using only these sources.

# PESTEL Analysis

*A framework that examines an organization's external environment through six factors.*

## Political

### Regulation of Digital Platforms

Brazilian legislation on digital platforms may affect the platform's operations, including rules on data privacy and consumer rights.

### Entrepreneurship Incentives

Government programs that encourage entrepreneurship and innovation may facilitate access to financial resources and technical support for the platform.

## Economic

### Cost of Living and Purchasing Power

The cost of living in Brazil and the population's purchasing power influence users' willingness to pay the monthly subscription of **R\$ 24.99**.

### Growth of E-commerce

The increasing acceptance of digital platforms and the growth of e-commerce may favor adoption of the crochet platform.

## Social

### Crafts and DIY Trend

The growing popularity of do-it-yourself (DIY) activities and crafts can increase interest in the crochet platform.

### Online Communities and Social Engagement

The desire for social interaction and online communities can boost user participation, fostering a collaborative environment.

## Technological

### Adoption of Online Learning Technologies

Acceptance of online learning methods and the evolution of digital platforms are essential for the success of the crochet platform.

### Integration of Personalization Features

Developing technology that enables stitch-map personalization based on the user's measurements and materials is a competitive differentiator.

## Environmental

**Sustainability and Eco-Friendly Materials**

Growing environmental awareness may lead users to prefer sustainable materials, influencing crochet recommendations within the platform.

**Waste Reduction**

Promoting practices that minimize waste in crafting can be an additional attraction for the platform, aligning with environmental trends.

**Legal****Copyright Legislation**

The platform must comply with copyright laws regarding content created and shared by users.

**E-commerce Regulation**

Complying with e-commerce and consumer protection rules is essential to avoid legal penalties and ensure user trust.

# Possible Viable Business Paths

## Leverage Customer Data

User consumption and preference data can be used to personalize stitch maps, improve recommendations, and sell anonymized insights to brands and suppliers—optimizing both revenue and user experience.

## Subscription

A monthly fee of **R\$ 24.99** provides ongoing access to content, personalized maps, and the community, ensuring stable revenue and enabling continuous expansion of the library with new materials and features.

## Self-Service

Users can use the platform to create their own adapted crochet projects using digital design tools and resources, reducing support costs and increasing engagement through self-service.

## Lock-In (Switching Costs)

Confirming deep map personalization and an exclusive community creates high switching costs for users, generating loyalty and making it harder to migrate to competitors—strengthening the relationship and recurring revenue.

## Expansion

The platform can expand its portfolio by offering many unique stitch maps and crochet niches, reaching diverse audiences with different tastes and generating revenue through a wide range of specialized digital products.

## Revenue Sharing

The platform can offer revenue-sharing arrangements to brands that buy advertising space, splitting gains with strategic partners and encouraging collaborative promotions to expand reach and revenue. It can also offer plugins or premium packages for advanced or highly customized stitch maps, charging separately for extra features beyond the basic subscription—creating additional revenue streams.

## Crowdsourcing

The community can collaborate by submitting ideas, tutorials, and models, helping expand the stitch-map catalog and enriching the platform's content through user co-creation.

## **Digitalization**

The business is already digital, but it can deepen digitalization by offering adaptive maps, digital personalization, and interactive tutorials—making learning easier and refreshing the user experience.

## **Guaranteed Availability**

Ensuring that all maps and content are always available to subscribers strengthens trust and satisfaction, reduces churn, and increases the perceived value of uninterrupted service.

## **Sales Experience**

Offer interactive courses, live online workshops, and immersive community experiences, creating value through hands-on practice and collective learning—making teaching more attractive and personalized for each user.

## **“Do More of This”**

Crochet expertise and digital development capabilities can be reused for related courses, kit sales, or partnerships, increasing revenue and leveraging existing competencies to expand offerings.

## **Customer Loyalty**

A points or rewards program for frequent use, sharing, and contributions within the community can engage users, keep subscribers active, and encourage plan renewals.

## **Affiliate Model**

Partnerships with crochet supply stores can promote products through the platform, earning commissions on sales generated via affiliate links shared within the community.

## **Crowdfunding**

Collaborative funding can be used to launch new features or exclusive content, involving the community in early investment and strengthening engagement and support.

## **Freemium**

Offer basic content for free to attract users, then charge for access to personalized maps and advanced features—expanding reach and generating revenue by converting free users into paying subscribers.



## **Licensing**

The platform can license its stitch maps and exclusive content to other companies or channels that want to offer crochet education, expanding reach and generating licensing revenue.

## **White-Label**

The platform can provide its technology and content to other companies that want a similar product under their own brand, expanding reach through licensing and delivering a customized solution.

## **Two-Sided Market**

The platform connects learners and brands that want to advertise or sell supplies, forming a direct market between consumers and suppliers and creating value for both sides through interaction and transactions.

## **Open Business Model**

Create partnerships with supply stores, artisans, and influencers to promote crochet, offering joint value and expanding the platform ecosystem through collaborative benefits.

## **Premium Kits**

Offer an affordable basic platform (subscription) and sell premium kits and exclusive crochet materials, generating ongoing revenue from supplies—similar to selling consumables after the initial product.

## **Orchestrator**

Focusing on development, educational content, marketing, and curation allows focus on core competencies, ensuring operational efficiency and scalability.

## **Pay for Performance**

Charge based on learner progress or success in completing projects, tracking engagement and outcomes—encouraging learning and offering a payment model tied to real performance.

## **Pay per Use**

Users can pay for access to specific stitch maps or tutorials instead of a monthly subscription, appealing to those who want occasional learning and enabling flexible revenue.

## **Mass Customization**

The platform generates personalized crochet maps adapted to user measurements and materials, producing unique patterns digitally at scale—combining customization with digital mass production.

## **User-Designed**

Allow users to create their own personalized stitch maps based on measurements and available materials, delivering an interactive and unique experience that values individual creativity on the platform.

## **Hidden Revenue**

Revenue from brands purchasing ad space is an indirect model that helps keep the platform more affordable for users, complementing subscription income with advertising revenue.

## **Robin Hood Model**

This can be applied by offering basic maps free or low-cost for beginners, while premium plans with personalized designs are sold at higher prices—serving different audiences with varying skill levels.

## **Fee (Flat Rate)**

A monthly fee of **R\$ 24.99** enables unlimited consumption of content, maps, and resources, ensuring continuous access and encouraging engagement by offering predictable and affordable value.

## **Cross-Selling**

During subscription sales, the platform can recommend material kits or additional exclusive maps, encouraging complementary purchases that increase average ticket size.

## **Direct Sales**

The platform sells subscriptions directly to end consumers, eliminating intermediaries and maintaining full control of the experience and revenue—ensuring fair pricing and strong customer proximity.

# **Key Refinements in MVP Development**

Identify and prioritize improvements to the core features the MVP must include to meet the main needs of target users, ensuring a focused and efficient development process.

## **Feedback Cycles**

Establish systematic methods to collect, analyze, and act on user feedback, allowing assumptions to be validated and informed decisions to be made to improve the MVP.

## **Interactive Tutorials**

The platform provides educational articles that teach crochet basics, with accessible and easy-to-follow content.

## **Personalized Crochet Stitch Maps**

Users can create adaptable crochet stitch maps based on their measurements and available materials, enabling a personalized learning experience.

## **Engaged Community**

A space where users can share their creations, exchange ideas, and participate in challenges, promoting social interaction.

## **Affordable Subscription Model**

The platform operates on a monthly subscription model of **R\$ 24.99**, offering access to all content and features.

## **Advertising Space for Brands**

The platform allows craft supply brands to purchase advertising space, generating revenue and promoting relevant products.

## **Satisfaction Surveys**

Conduct periodic surveys with users to collect feedback on the platform experience, content, and features.

## **A/B Testing**

Implement A/B tests to evaluate different versions of features and layouts, analyzing which option drives higher engagement and satisfaction.

## **Discussion Forums**

Create forums or discussion groups within the platform where users can share opinions, suggestions, and feedback about their experiences.

## **User Behavior Analytics**

Use analytics tools to monitor user behavior on the platform, identifying patterns and areas that need improvement.

## Break-even point with an investment of R\$ 70,000.00 over 3 months

### MVP Costs (Months 1 to 3) — R\$ 70,000 investment

I treat R\$ 70k as MVP CAPEX (build + initial traction), for example:

- **MVP refinement + cloud infrastructure/storage:** R\$ 40,000
- **Marketing campaign (launch + acquisition):** R\$ 20,000
- **Design/UX + brand identity + creative assets:** R\$ 7,000
- **Tools/MVP maintenance (3 months):** R\$ 3,000

**Total (M1–M3): R\$ 70,000**

## Revenue starts after the MVP (Months 4 to 6) — brands + subscriptions mix

**Goal:** recover the R\$ 70,000 by the end of Month 6.

To break even in 6 months, **revenue from M4 + M5 + M6  $\geq$  R\$ 70,000.**

Assuming a projection where in M4 I start with a base and then grow **subscribers by +10% per month** and add **+1 brand per month**:

- **M4:** 500 subscribers + 10 brands
- **M5:** 550 subscribers + 11 brands
- **M6:** 605 subscribers + 12 brands

### Result (gross revenue)

- **M4:** R\$ 22,495.00
- **M5:** R\$ 24,744.50

- **M6:** R\$ 27,118.95

**Total M4–M6: R\$ 74,358.45** → recovers the R\$ 70,000 and leaves **~R\$ 4,358.45**.

## General rule to size the mix (subscribers + brands)

During the monetization quarter (M4–M6), break-even can be expressed as:

$$74.97 \times U + 3,000 \times B \geq 70,000$$

Where:

- **U** = number of subscribers (**monthly average** across M4–M6)
- **B** = number of active brands per month (**each brand pays R\$ 1,000/month; over 3 months = R\$ 3,000 per brand**)

## Practical examples

- **10 brands/month** ⇒ R\$ 30,000 in the quarter → need approximately **534 subscribers**
- **15 brands/month** ⇒ R\$ 45,000 in the quarter → need approximately **334 subscribers**
- **20 brands/month** ⇒ R\$ 60,000 in the quarter → need approximately **134 subscribers**

## 12-month revenue projection (Year 1)

For planning purposes, I assume growth continues after Month 6, keeping the base-case pace as a reference.

### Assumptions (Year 1)

- **M1–M3:** R\$ 70,000.00 investment
- **M4–M12:** subscribers grow **10% per month**, and brands increase by **+1 per month**

### Estimated result

- **Approx. annual gross revenue: ~R\$ 295,676.00**
- **After recovering the investment (simplified): ~R\$ 225,676.00**

## **Mid-term projection (5 years)**

I assume slower growth after Year 1 (product maturation and acquisition stabilization).

### **Assumptions (Years 2 to 5)**

- Subscriber growth at a moderate level (e.g., **~2% per month**)
- Incremental brand growth (e.g., **~3 brands per year**)

### **Simplified estimate of annual gross revenue**

- **Year 1: ~R\$ 295,676.00**
- **Year 2: ~R\$ 601,916.00**
- **Year 3: ~R\$ 736,204.00**
- **Year 4: ~R\$ 896,857.00**
- **Year 5: ~R\$ 1,090,947.00**

## Project Conclusion (Business Perspective)

I developed O Ponto de Partida as a digital platform that solves a clear pain point in the crochet learning journey: the gap between scattered content (videos/patterns) and a structured, personalized path that actually helps users complete real pieces. From a business standpoint, the project positions itself in a large and economically relevant craft ecosystem, with strong signals of digital adoption and a large base of potential users—creating a favorable environment for scalable growth.

The platform's core competitive lever is the combination of personalized stitch maps (adapted to measurements, materials, and goals) with an engaged community, which increases perceived value, improves retention, and raises switching costs over time. Monetization is designed to be simple and scalable through a recurring subscription model (R\$ 24.99/month) complemented by brand advertising partnerships (R\$ 1,000/month per brand), forming a two-sided model that aligns user affordability with revenue expansion.

Financially, the business plan is structured to be pragmatic: I allocate R\$ 70,000 to build and refine the MVP and generate initial traction in three months, then begin monetization from Month 4. Under the base scenario, the model reaches break-even by Month 6, demonstrating feasibility and providing a foundation for consistent growth. In the medium term, revenue scales through subscriber growth, brand partnerships, and future upsells (premium maps, kits, affiliates, licensing/white-label), while the operational model remains efficient due to the product's digital nature and self-service approach.

Overall, O Ponto de Partida is a viable venture because it combines: a clear customer problem, a differentiated solution, a recurring and diversified revenue model, and a growth strategy supported by community and personalization. With disciplined execution—especially in acquisition, retention, and product refinement—the platform can evolve from an MVP into a sustainable business with expanding market reach and increasing unit economics over time.